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RIVIERA NAYARIT REBOUNDS IN 2010 WITH HIGHEST OCCUPANCY RATE IN MEXICO AND BRAND AWARENESS INCREASE IN NORTH AMERICAN MARKET

Riviera Nayarit, Mexico (February 15, 2011) – Last year proved to be a banner year for Riviera Nayarit, Mexico. Following a challenging tourism year for Mexico, there is conclusive evidence that Riviera Nayarit is not only garnering more brand awareness amongst travel agents and consumers, but has also experienced a significant increase in hotel occupancy.

According to data collected by the Tourism Department (SECTUR) of the Mexican Federal Government and released on February 3rd, 2011, occupancy rates for Riviera Nayarit improved by 33.2% over 2009 and closed with the highest occupancy rate increase in the country. In support of the data, Riviera Nayarit saw a 14.3% increase of visitor arrivals to the destination in 2010 compared to 2009.

The Riviera Nayarit Convention and Visitors Bureau also welcomed several new members into the region's Association of Hotels and Motels. With the inclusion of new members, the inventory of rooms has increased by 5%. New hotels include: Marival Residences; Imanta; Taheima; Grand Luxxe and La Tranquila.

"This is concrete evidence that tourism to Riviera Nayarit is slowly recuperating from previous challenging years. We are thrilled to see these kinds of numbers as it reinforces our tourism promotion efforts and solidifies the destination as one that will continuously keep growing, regardless of the obstacles," said Marc Murphy, Managing Director of the Riviera Nayarit CVB.

Moreover, data from a survey conducted among North American travelers and travel agents show that brand awareness has also significantly increased from 2009 to 2010.

Among Americans, 13% of travelers surveyed recognize the Riviera Nayarit brand and link the destination with high quality holiday products. This is an increase of 5.3% over 2009 when only 4.3% claimed to be familiar with the destination. Studies have also shown that 70% of consumers recognize the Riviera Nayarit brand in 2010, over 47% in

2009. In Canada, 15.7% of those that travel were familiar of Riviera Nayarit, whereas in 2010, that number increased to 23.8%. 43.8% of which were informed online via destination packages.

Travel agents of these two North American countries, promoting Riviera Nayarit have made significant progress. 34.5% of U.S. agents have full knowledge of the destination and what it offers, while 50.4% indicate that they recognize the destination's well known attractions. Also, 20% of travel agents say that Riviera Nayarit had the most promotion in the last 6 months and 22% of travel agents want to experience the destination.

About Riviera Nayarit

Mexico's newest destination, Riviera Nayarit, stretches along 192 miles of pristine Pacific coast framed by the majestic Sierra Madre Mountains just ten minutes north of accessible Puerto Vallarta International Airport. The region extends along the entire coast of the Pacific state of Nayarit including the resorts of Nuevo Vallarta, the historic colonial town of San Blas, exclusive Punta Mita, picturesque fishing villages, miles of serene beaches and spectacular Banderas Bay. Riviera Nayarit offers countless activities, all pleasantly affordable, such as: PGA golf courses, luxury spas, whale watching, turtle release, zip lining, surfing, record deep sea fishing, bird watching, international cuisine, and shopping for local artwork and traditional Huichol handicrafts. The region attracts and satisfies vacationers of all tastes and budgets with its wide range of accommodations including chic luxury resorts, eco-tourism boutique hotels and quaint B&B inns. For more information, visit www.RivieraNayarit.com



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**CATCH THE WAVE AT THE SECOND ANNUAL PUNTA SAYULITA SURF
CLASSIC COMPETITION IN SAYULITA, RIVIERA NAYARIT**

International Surf Legends head to Sayulita for the Tournament

Riviera Nayarit, Mexico – (February 24,2011) - The Second Annual Punta Sayulita Long Board and Stand Up Paddle (SUP) Tournament will take place this year from March 12th - 13th in Sayulita, Riviera Nayarit, one of the world's most popular surfing destinations. Organizers expect over 50 participants in a tournament that is considered the most important in the region for the two categories represented. The Punta Sayulita Classic is shaping up to be one of the premier longboard and SUP events on the 2011 surfing events calendar.

Gerry Lopez, legendary surfer also known as "Mr. Pipeline," will be joining this year's contestants in Sayulita. Not only is Lopez known for his surfing career, but also for appearances in movies like *Conan the Barbarian*, *North Shore* and *Big Wednesday*. Joining Lopez at the event will be legendary surf personalities James Pribram and Garret McNamara.

Representatives of the contemporary surfing world will also be present in the region for the events. To name a few, Slater Trout, Zane Schweitzer, Aaron and Riggs Napoleon will all be present in Sayulita where they will face contestants from North America, Peru and Brazil.

On March 12th, a variety of Stand Up Paddle competitions will take place including a one mile short distance paddle race and the "Point to Point" race, six mile long distance paddle race between Sayulita and San Pancho, which is open to all ages and levels of expertise. Later that evening, after the first day of competition, Punta Sayulita will be hosting a benefit concert on the beach featuring international reggae star Mishka.

The event is organized by Punta Sayulita, a residential community located on a lush peninsula next to the coastal town of Sayulita. Tournament winnings will be donated to Reef Check International, a non-profit organization dedicated to the preservation of the environment and to the Punta Sayulita Foundation, which tirelessly works to assisting underprivileged children in Sayulita and the Riviera Nayarit.

Riviera Nayarit is well known for its unique weather conditions, ideal for experienced and novice surfers, with specific spots along the coastline offering various degrees of difficulties for lovers of the sport. There are also excellent surfing schools in Sayulita, which is internationally recognized for its outstanding surfing. A somewhat international bohemian art colony with a thriving expat community, the town draws artists and surf enthusiasts from all over the world. It is located just 45 minutes from Puerto Vallarta International Airport with excellent connections to gateways throughout North America and Mexico.

For further information on the Long Board Surfing Tournament, please visit www.puntasayulitasurfclassic.com.

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About Punta Sayulita

Punta Sayulita is a private oceanfront club and residential community that rests on an extraordinary 33-acre private peninsula adjacent to the quaint seaside village of Sayulita located approximately 35 minutes north of Puerto Vallarta. Punta Sayulita has been carefully designed to be a very intimate, low density community that will embrace only 62 detached homes whereby residents will have access to a full-service private Beach & Surf Club. The tropical design for the beach club and the custom homes at Punta Sayulita are by the boutique architecture firm of de Reus Architects of Hawaii. The developer of Punta Sayulita is Contact Development Company, LLC (CDC) of Sausalito, CA. See www.puntasayulita.com.



RIVIERA NAYARIT AND PUERTO VALLARTA CHOSEN AS SITE OF TIANGUIS 2012

Riviera Nayarit, Mexico (July 28, 2011) – The Ministry of Tourism of Mexico (SECTUR) has announced that Riviera Nayarit and Puerto Vallarta will be the site of the 2012 Tianguis Turistico. The event will take place in March 2012.

The destination was chosen because of its superb tourism facilities, excellent air connections, excellent convention center and the security procedures for participants, according to Fernando Olivera Rocha, Subsecretary of Tourism Operations. The area includes 29,000 hotel rooms and a 160,000 square ft. convention center for up to 7,000 participants.

In March, Sectur informed the travel industry that Tianguis would no longer be held at Acapulco, which had been the site of the important trade event for 36 years, and henceforth would move to a different region each year in order to promote the different regions of the country. Eighteen regions presented proposals to host Tianguis. Riviera Nayarit and Puerto Vallarta's "Two Destinations, ONE Paradise" proposal was chosen for 2012. Puebla will host the event in 2013 and Quintana Roo will be the site of Tianguis 2014.

"We are very pleased that Riviera Nayarit and its neighbor, Puerto Vallarta, were chosen for Tianguis. Our destinations give visitors an authentic experience of Mexico's culture, history, nature, luxury, cuisine and style," said Marc Murphy, Director of the Riviera Nayarit Convention and Visitors Bureau. "We launched Riviera Nayarit as Mexico's newest destination at Tianguis 2007 so our selection for Tianguis 2012 is particularly meaningful. We look forward to welcoming the many tour operators, travel agents, media and industry leaders from around the world who attend Tianguis each year"

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TOP REASONS TO BOOK YOUR NEXT "MEXICAN MANCATION" IN RIVIERA NAYARIT

New York, NY (June 23, 2011) – With mega box office hits like Hangover 1 and 2, the prospect of a wild vacation with their "wolf pack" is on every man's mind. Celebrating their best bud's bachelor party, in a sinful city like Las Vegas or pushing the limits of rationality in Thailand, will make every *green-eyed* guy want to gather up their friends to book their next *Mancation*. For the next *it* place Riviera Nayarit, Mexico's newest and fastest growing vacation destination, is just the spot to go with the guys. Ever present is the opportunity for a thrill, as well as down time, laughs or just relaxation with the boys.

Although **Riviera Nayarit** is suitable for all sorts of travelers, this destination definitely appeals to men: signature golf courses, big game deep sea fishing, surf towns, ATVs, zip-lining, hike/bike trails, tequila tours, luxurious marinas, luxury resorts, gourmet or toes in the sand restaurants and more.

For those looking to book their next guys getaway, following are the top options to enjoy in exhilarating Riviera Nayarit. Who knows, maybe Hangover 3 will be shot there next!

ATV ADVENTURES: if a "horseback ride with an engine" and your adrenaline pumping sounds exciting, then this is for you! This is a great way to experience so much beauty in the countryside of Riviera Nayarit, at a fast-edged pace. Racing down trails into the jungle, splashing through rivers and kicking up the mud as you navigate across plantations and farmlands is a blend of down and dirty fun and rugged sightseeing. There are a variety of **ATV excursions** available in Riviera Nayarit including one that combines canopy zip lining, and another that features an 8-wheel **Amphibian ATV Excursion** that takes the experience to a whole new level. A great ending is a **Tequila Tour** that is featured at the end of some of the ATV outings. Those who enjoy adventure and the beauty of the countryside will truly enjoy the experience of an ATV excursion in Riviera Nayarit. [Click Here](#) to watch a video about Adventure Tours in Riviera Nayarit. For more pictures and videos, [Click Here](#).

CANOPY ZIP LINING: experiencing the ecological beauty of the emerald mountain forest, combined with zip lining across the jungle canopy from treetop to treetop, proves to be an unforgettable experience for both nature lovers and thrill-seekers. Safety comes first so the equipment is state-of-the-art and guides are highly qualified, trained experts. Your exploration will take you on jungle paths, suspended walkways and platforms, up ladders and down by rappelling. Your adrenaline will pump and you'll feel the rush while zip lining high above the jungle floor from platform to platform amidst giant tropical trees and an abundance of wild

orchids and native birds. It's the perfect perspective to soak in the tropical setting and its unforgettable sights. The **Canopy Adventure Park** is a great way to begin or re-engage in enjoying the experience of jungle canopy zip lining. It's a half-day of short hikes on jungle paths and plenty of zip lining "whooshes" to make this a memorable outing into the eco-wonders that make Riviera Nayarit so special. [Click Here](#) to watch a video about Adventure Tours in Riviera Nayarit. For more pictures and videos, [Click Here](#).

SURFING: many people are surprised to learn that Riviera Nayarit is blessed with high quality point surf and reef breaks that provide variety and a premier experience for beginners and experienced surfers alike. Seven different "breaks" circle the Punta Mita southern peninsula alone, from Anclote to Sayulita, providing surfers with the options of zippy reefs, to perfect point breaks, to fun beach breaks. Other "breaks" line the coastline north to Chacala and San Blas. Traditional short board as well as long board and stand-up paddleboard surfing are all available for lessons and test "drives" at reasonable rates, and ultimate rides for more experienced boarders.

FISHING: Riviera Nayarit is rapidly establishing itself as a major deep sea fishing destination, with world class catches of blue and black marlin, sailfish, yellow fin tuna, wahoo, Dorado and other species. In addition to an extensive fishing fleet available for charter, Riviera Nayarit hosts the International Marlin & Tuna Fishing Tournament each year in July.

GOLF: for those who love the links, few locations compare with the impressive golf courses of the Riviera Nayarit. The area has become known as a premier golfing destination in Mexico and one of the preferred destinations for golfers from around the world. The secret to these courses' success resides in the combination of magnificent surroundings including mountains, tropical forests and beaches, with the incredible design of masters such as Jack Nicklaus, Greg Norman, Jim Lipe, Robert von Hagge and Percy Clifford.

OFF ROADING EXPEDITIONS: get off the beaten path and take an off-road adventure to explore the real backcountry of the Riviera Nayarit. Head out on the **Sierra Madre Adventure** with an expert eco-guide in a 4x4 Mercedes Benz jeep crossing mountain streams and passing old traditional villages and settlements along the way. Hike into the outback on an educational and inspirational journey through the natural habitat of a wide variety of fascinating animals, tropical flora and vegetation. Visitors agree, the ecosystem and wildlife in the jungles of the Sierra Madre Mountains are indeed breathtaking and memorable. [Click Here](#) to watch a video about Adventure Tours in Riviera Nayarit. For more pictures and videos, [Click Here](#).

DINING & ENTERTAINMENT: dining out in Riviera Nayarit is an experience like no other. Fresh local fish are prepared in gourmet restaurants or in the pre-Hispanic saradeado fashion over coals on the beach. Five Diamond restaurants are minutes from humble taco stands. Dine with your toes in the sand at tiny local restaurants along the 192 mile coastline. Or meet expats and locals in the lively bars in Bucerias, Sayulita, Punta de Mita or Rincon de Guayabitos.

WHERE TO STAY: in the Riviera Nayarit, you'll find the perfect place to stay for every taste and budget and in a wide array of locations. Equally diverse are the styles of accommodations available, ranging from small boutique and world renowned luxury hotel brands, to popular all inclusive resorts, bungalows, wellness retreats and B&B's –all with individual personality and character.

Yes, this is the ideal spot for a *mancation*!

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Mexi-Go

Riviera Nayarit: Where timeless Mexican Authenticity and Charm meet 21st Century Luxury

How do you preserve Mexico's timeless authenticity and charm while building one of the country's newest luxury vacation destinations? In the case of Riviera Nayarit, which hugs 192 miles of beaches and coastline on the Pacific Coast north of Puerto Vallarta, you do it by recognizing that the unique character and laid back personality that has been attracting visitors since the first surfers and artists arrived some fifty years ago can thrive happily alongside some of the most exclusive resort brand names and golf celebrities as well as outstanding vacation home real estate opportunities.

Since 2008, the public and private sectors in Mexico as well as international investors have poured millions into developing world-class tourism facilities and services in Riviera Nayarit, such as Four Seasons and St. Regis resorts and signature golf courses by the likes of Jack Nicklaus, Greg Norman and Arnold Palmer. In fact, readers of Conde Nast named Nicklaus's new Pacifico Golf Course at the Four Seasons Punta Mita as the Number One course in the World. Punta Mita, the centerpiece of Nayarit's luxury resort and real estate development, has quickly earned an international reputation as "the" place to be and be seen. "In fact, readers of Conde Nast named Nicklaus's new Bahia golf course in Punta Mita as the Number One course in the World."

Nevertheless, in addition to cosmopolitan luxury, this gem of a vacation destination is equally appealing for its charming independent boutique hotels, history dating back to the Aztec civilization, unspoiled fishing villages, authentic "down home" Mexican cooking, quality deep sea fishing and surfing, and, of course, beautiful beaches – all the qualities that once made a grueling long drive down from California and beyond worth the trip.

In contrast, today Nayarit is easily reached by air from major gateways in North America, with service provided by Aero Mexico, Air Canada, Alaska Airlines, American Airlines, Continental, Delta, Frontier, Transat, United Airlines, and US Airways. Puerto Vallarta International Airport is the nearest commercial airport to Nayarit - only 10 minutes south of Nuevo Vallarta and 40 minutes from Punta Mita.

But location is only one reason for Riviera Nayarit's rapidly growing popularity and recognition, which includes being named one of the top 10 destinations in the world to visit in 2010 by *"Hideaways International,"* the best beach destination in Mexico by *"Travel Weekly,"* and one of the top five destinations in the world for second home purchase by *"International Property Journal."*

Protected by the Sierra Madre Mountains and encompassing one of North America's largest bays, Banderas, which is renowned for its extensive variety of water sports from diving and snorkeling to sailing and deep sea fishing, Riviera Nayarit offers an intoxicating mix of towns and villages, diverse natural environments, and plentiful recreational activities. Bucerias, for example, is a tiny fishing village that has become a

hot spot for dining and shopping near the resorts of Nuevo Vallarta. La Cruz de Huanacastle, another fishing village, now features a new marina capable of accommodating the largest of ocean-going yachts. Punta Mita is known for its gated luxury resort and residential communities. The port city of San Blas, with its colonial history, excellent restaurants and many beaches, also is famous for its extraordinary abundance of migratory birds and La Tovara National Park, a federally protected sanctuary for birds, crocodiles and turtles.

One of the real treasures of Nayarit is Sayulita, discovered by intrepid surfers in the 1960's, that today is an art colony with a thriving expat community, beachfront restaurants and cafes and luxurious spas and private villas. With a decidedly bohemian feel, it entices residents and visitors alike with its collection of art galleries and stylish shops selling everything from high fashion to local art and handicrafts displayed by native Huichol Indians in the town's central plaza.

With natural environments ranging from underwater worlds to rugged mountains, Riviera Nayarit is also nature lover's paradise. An exceptional variety of wildlife includes everything from giant manta rays and humpback whales, to protected sea turtles, and rare migratory birds – 250 species – that draw expert ornithologists from around the world.

Among the most popular nature pursuits are whale watching on a catamaran and participation in sea turtle preservation efforts. During the summer and fall months, it is possible to visit Grupo Ecológico de la Costa Verde's marine turtle nursery, located in the San Francisco area of Riviera Nayarit. Indigenous to destination, the Olive Ridley is one of the smallest species of sea turtle and the official mascot of Riviera Nayarit.

Diving and snorkeling in crystal clear aquamarine waters to get closer to colorful coral reefs and underwater species is another popular pursuit and Greenpeace has recently recognized Nayarit as "the only destination in Mexico offering timely information on water quality at its beaches." Sanctuaries for rare birds are located in Islas Marietas, a collection of small islands that are also home to rare coral reefs. In Las Caletas and Banderas Bay, visitors can even swim and interact with friendly seals while outdoor adventurers can explore the rich natural habitats of the forests and Sierra Madre Mountains.

For a change of pace, Riviera Nayarit's cultural history dates back thousands of years, encompassing four ethnic traditions, including pre-Columbian cultures and the Huichols. Riviera Nayarit's excellent preservation of its culture can be seen in its native Huichol tribe who have preserved their rich culture and ancient beliefs through their art. The Huichols are renowned for their beaded animal figures and elaborate yarn paintings containing symbols borne out of their culture and shamanistic traditions. Mexcaltitan is a small island of floating mangroves that is reputed to be the birthplace of the Aztecs. Archeological sites with hundreds of petroglyphs and vestiges of ancient villages remain, still awaiting excavation to become accessible to visitors.

Whatever your interests, from championship golf and five-star dining to total escape from pressures of civilization back home, the diversity of vacation experiences in Riviera Nayarit will be irresistible. Come for a visit; you might just decide to make it home.



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RIVIERA NAYARIT IS THE ULTIMATE IN LUXURY WITH THREE AAA FIVE DIAMOND AWARDED HOTELS

Riviera Nayarit, Mexico, (January 24, 2011) - Riviera Nayarit is pleased to announce that three of its luxury properties: The Four Season Punta Mita, Grand Velas All Suites & Spa and the St. Regis Punta Mita, have been awarded the AAA Five Diamond recognition – the highest level of the AAA Diamond Ratings System for restaurants and lodgings.

The Four Seasons Punta Mita has earned the AAA Five Diamond award for ten consecutive years, while St. Regis Punta Mita is now in its second year of receiving the prestigious accolade and the Grand Velas All Suites & Spa has already achieved five years of uninterrupted Five Diamond recognition. In addition, Grand Velas has two Four Diamond restaurants featured in its all-inclusive service.

Since its opening less than two years ago, The St. Regis Punta Mita has strived to provide guests with a luxurious yet authentic vacation experience; one that showcases not only the traditions and incomparable services, but also the distinctive cuisine and stunning natural beauty found in Riviera Nayarit. This year, the St. Regis signature restaurant, *Carolina*, has also been added to the exclusive group of AAA Five Diamond properties and restaurants across the world. "We are proud of the way the Chef Sylvain Debois has positioned *Carolina* as an essential element of our Resort, Punta Mita and Riviera Nayarit," said Carl Emberson, Director General of St. Regis Punta Mita.

"Less than one percent of the AAA rated hotels in the world earn the Five Diamond; 10 percent of those hotels are in Mexico. Riviera Nayarit has three, plus a good number of hotels with the Four Diamond Award," said Tony Perrone, director of AAA for Mexico and the Caribbean.

For more information on the hotels in Riviera Nayarit, please visit www.rivieranayarit.com

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**First Punta Mita Gourmet & Golf Classic Event to Take Place in Riviera Nayarit,
April 28-May 1**

*Introduced by the St. Regis Punta Mita Resort and the Four Seasons Resort Punta Mita,
Event Features Renowned Chefs and Golf on Jack Nicklaus courses*

Riviera Nayarit, Mexico (March 17, 2011) – The first *Punta Mita Gourmet & Golf Classic* event will take place **April 28 - May 1** in Mexico's most exclusive beach community, Punta Mita, along the shores of Riviera Nayarit. The Riviera Nayarit Convention & Visitors Bureau, main sponsor for this event, joins the host hotels, The St. Regis Punta Mita Resort, the Four Seasons Punta Mita, as well as DINE - developer of Punta Mita, and American Airlines, as official sponsors of this prestigious event that combines the sophisticated worlds of culinary excellence and world-class golf.

The *Punta Mita Gourmet & Golf Classic* will feature gourmet meals and cooking courses taught by distinguished chefs, a series of wine and tequila tastings, festive gatherings at the luxurious St. Regis Punta Mita Resort and Four Seasons Punta Mita, and "*The Punta Mita Cup*", a two-day golf tournament on Jack Nicklaus' two signature courses Bahia and Pacifico.

Enjoy this exciting event April 28 – May 1 with the *Punta Mita Gourmet & Golf Classic* package, available at both host hotels. The package includes three nights accommodations in the room category of your choice, daily breakfast, roundtrip airport transfers, opening cocktail, guest chef lunches and dinners, wine and tequila tastings, cooking classes, and participation in the Punta Mita Cup and play on Jack Nicklaus' signature courses. Rates begin at \$1,180 per person for a three night stay based on double occupancy. For the St. Regis Punta Mita, reservations can be made by calling 877-250-8871 or via email at puntamita.butler@stregis.com. Reservations at the Four Seasons Punta Mita can be made by calling +52 329 291 6019 or via email at reservations.pun@fourseasons.com.

Famed sommeliers, tequila masters and winemakers such as Charlie Arturaola of Miami-based Grappolo Blu, considered one of the nation's top 10 palates by the American Sommelier Association and Laura Catena, president of Bodega Catena Zapata, author and daughter of Argentina's most celebrated winemaker, Nicolas Catena, Anthony Dias Blue

from The Tasting Panel, Hans Backhof from renowned Mexican winery Monte Xanic, Argentinean sommelier Edgardo Schiller and local Ricardo Espindula, along with tequila master Arturo Lomeli, will further excite guests' palates with pours of some of the world's finest wines and tequilas. The Four Seasons will welcome guest chefs and wines/tequila connoisseurs Richard Sandoval and Victor Casanova, chef of Culina Restaurante from the Four Seasons Hotel Los Angeles at Beverly Hills, as well as Maria Laura Bevilacqua, sommelier of Casa Madero, the oldest winery in the Americas located in Parras, Coahuila, Mexico; Christophe Gaercner, enologist for Macouzet Wines from Valle de Santo Tomas in Ensenada the northern Baja Peninsula, along with Arturo Lomeli founder and owner of "Clase Azul Tequila."

Led by Sebastian Fontes, executive chef of the AAA Five Diamond St. Regis Punta Mita Resort and Sylvain Desbois, executive chef of the resort's AAA Five Diamond Carolina Restaurant, a team of participating guest chefs from around the globe include one of Mexico's gourmet ambassadors and most renowned chefs: Patricia Quintana of Izote and Enrique Olivera of the famed Pujol, both in Mexico City; Australian Andrew Ormsby of Ormsby Catering and Abraham Salum of Salum Restaurant, both in Dallas; Gaston Yelicich of Isla de Flores in Jose Ignacio/Uruguay; Paola Carosella of Arturito, Chef of the Year 2010 in San Paolo, Brazil; renowned local French chef Thierry Blouet of Café des Artistes Del Mar in Riviera Nayarit; Frederic Castan of The St. Regis Monarch Beach; Enrique Farjeat of The St. Regis Mexico City; and Phillipe Piel of Four Seasons Punta Mita, amongst others will enchant attendees with their creations.

Event highlights include the "Riviera Nayarit Welcome Fiesta" at Four Seasons Punta Mita Resort, the Gala Dinner featuring five of the guest chefs at The St. Regis Punta Mita Resort, as well as a day on the bay with Mondrian Yachts and sunset sailing with Vallarta Adventures. Non-golfers are invited to spend the day in a private cabana at the Tamai adult pool complex at Four Seasons Resort Punta Mita, where guests can enjoy an indulgent day in the sun or protected in a fully furnished cabana. The events will conclude with the American Airlines Farewell Brunch.

As a part of the four-day extravaganza, guests will play in the Punta Mita Cup on Friday in a team scramble format on the Pacifico golf course, and on Saturday in a two ball best ball format on the Bahia course with exciting prizes for the winning team, hole in one closest to the pin, longest drive, including collector's items like limited edition tequila, hotel stays, and golf kart among other surprises. The Pacifico, with eight holes directly facing or playing alongside the Pacific Ocean, features the "Tail of the Whale," an optional par-three hole and the world's only natural island green. The Bahía, Nicklaus' second championship course in Punta Mita, has six ocean holes and opened in late 2008.

"Punta Mita offers extraordinary golfing with two championship Jack Nicklaus courses, outstanding cuisine, personalized service and timeless luxury, all combined with beautiful scenery," said Marc Murphy, managing director of the Riviera Nayarit Visitors and Convention Bureau. "The *Punta Mita Gourmet & Golf Classic* is the perfect combination of a unique experience in Riviera Nayarit, and we invite guests to enjoy this incredible event in Punta Mita, one of the most privileged beach resorts in all of Mexico."

With eight golf courses designed by Greg Norman, Jack Nicklaus, Robert Von Hagge and other illustrious names, Riviera Nayarit offers ideal year-round golfing weather, breathtaking views of ocean, bays and coves, a backdrop of tropical forests and rugged mountains, and plentiful varying landscapes ready to be molded into fairways and greens of exceptional challenge and beauty.

For more information on the events of the festival, please visit www.puntamitagourmetgolf.com.

For information on Riviera Nayarit, please visit www.rivieranayarit.com.

About Riviera Nayarit

Mexico's newest destination, Riviera Nayarit, stretches along 192 miles of pristine Pacific coast framed by the majestic Sierra Madre Mountains just ten minutes north of accessible Puerto Vallarta International Airport. The region extends along the entire coast of the Pacific state of Nayarit including the resorts of Nuevo Vallarta, the historic colonial town of San Blas, exclusive Punta Mita, picturesque fishing villages, miles of serene beaches and spectacular Banderas Bay. Riviera Nayarit offers countless activities, such as: PGA golf courses, luxury spas, whale watching, turtle release, zip lining, surfing, bird watching, international cuisine, and the local artwork from the traditional Huichol tribe. The region attracts and satisfies vacationers of all tastes and budgets with its wide range of accommodations including chic luxury resorts, eco-tourism boutique hotels and quaint B&B inns. For more information, visit www.RivieraNayarit.com or follow Riviera Nayarit's Fan Page on Facebook.

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RIVIERA NAYARIT INTRODUCES THE "GOURMET EXPERIENCE"

New culinary tour showcases Riviera Nayarit as a gastronomic destination

Riviera Nayarit, Mexico (July 19, 2011) – Riviera Nayarit is now offering a special dine-around "Gourmet Experience" that provides visitors the opportunity to enjoy a six course meal in three gourmet restaurants with wine pairings from Casa Madero Winery for just US\$110 per person. The Gourmet Experience is available every other Friday from July 29 to December 16, 2011.

The restaurants are located in luxurious AAA Five Diamond resorts in Nuevo Vallarta and Flamingos:

- Lucca Restaurant under the direction of executive chef Kunibert Lengger and chef Claudio Hotter at the Grand Velas Riviera Nayarit Resort
- La Casona Restaurant at Villa La Estancia with chefs Eugenio Villafaña and Tlaltekiti Rivera
- Nicksan Restaurant at Marival Residences and World Spa with chef Alejandro Palayo.

Marc Murphy, Managing Director of the Riviera Nayarit Convention and Visitors Bureau, said that "the reputation for gourmet cuisine in Riviera Nayarit is growing constantly, due to the talent of our chefs and the quality of their restaurants, taking full advantage of the superb fresh Pacific seafood and top quality fruits and vegetables in our region. World-class culinary experiences encompass gourmet Mexican cuisine, seafood restaurants on the beach and international restaurants including French, Italian, Japanese, India and Bavarian specialties.

The Gourmet Experience features a six course menu that will vary according to the dishes available at the participating venues, and all will be paired with wines from the Casa Madero Winery. It is open to the public and will take place every other Friday from 18:00 to 21:00, and with an estimated duration of 50 minutes per restaurant. Visitors will travel on a special bus that will stop at participating restaurants in the Nuevo Vallarta area. the Flamingos – Nuevo Vallarta touristic corridor.

Three different tours will be available so that participants can choose the restaurant where they wish to try the first course, the main course and dessert. This way, visitors will be able to begin their gastronomic route at any of the three restaurants and then travel by bus to the second restaurant and ultimately finish their meal at a different restaurant.

At each one of these restaurants, participating chefs will socialize with their guests while they explain the details of their culinary choices. This event is, in the words of the chefs, 'all about creating a wonderful culinary experience that is hard to forget, and which will invite visitors to enjoy Riviera Nayarit through its flavors and its diverse touristic attractions.'

Tickets for the "Gourmet Experience" can be purchased through the hotel's concierge or online. The cost is US\$110 per person, including taxes and service charges.

Reservations:

Villa La Estancia Nuevo Vallarta: chef-vle@villagroup.com

Marival Residences & World SPA: agonzales@nicksanmexico.com

Grand Velas Riviera Nayarit: klengger@grandvelas.com

Facebook: **Gourmet Experience. Progressive Dining at Riviera Nayarit**

Twitter: **@GourmetExp**

For more information on the hotels in Riviera Nayarit, please visit www.rivieranayarit.com

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Riviera Nayarit, Mexico, (March 14, 2011) – Nuevo Vallarta in Riviera Nayarit will welcome the Ladies' Professional Golf Association (LPGA) Futures Tour from April 8th – 10th. For the second time, "The Riviera Nayarit Classic" will bring out the best and the most promising female golfers to El Tigre Golf & Country Club at the Paradise Village Resort. This is the third stop of this golf tour that kicks off on March 25th in Winter Haven, Florida.

Riviera Nayarit has quickly become known as one of the finest golf destinations in the world. There are currently six major golf courses in the region including three in Nuevo Vallarta. Among the high profile names associated with the development of championship golf in Riviera Nayarit are: Jack Nicklaus who has two courses in Punta Mita and the El Nayar course in Nuevo Vallarta which is pending completion; Percy Clifford of the Flamingos Golf Club; Robert Von Hagge, El Tigre, Nuevo Vallarta and Greg Norman's course in Litibu. Two other designer golf courses are under development, one designed by David Flemming in the Nahui development on Banderas Bay and Robert Trent Jr.'s course in Compostela Punta Raza.

El Tigre is one of the most popular professional courses in Riviera Nayarit. This course weighs in at 7,239 yards and par 72 and was created by designer Robert von Hagge, the well known Texas-based designer who is the most prolific designer in Mexico. In the course of carving out his challenging design, von Hagge created 9 bodies of water and used the excavated earth to turn this formerly flat piece of land into a rolling tropical paradise.

"We are extremely happy to welcome the LPGA Riviera Nayarit Classic this year. It is such an exciting tour to watch and the level of talent participating in the tour is extraordinary. It truly is an honor for El Tigre and the Riviera Nayarit destination," said Jesús Carmona, Director of El Tigre Golf & Country Club at the Paradise Village Resort.

The Ladies Professional Golf Association (LPGA) is a nonprofit organization involved in every facet of golf. Founded in 1950, the LPGA is the world's longest-running, women's professional sports association.

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